A “laugh (so you don’t cry) and then demand change” campaign to bring breastfeeding women out of the bathroom stalls and into the pumping rooms they deserve.

*With a non-partisan legislative action component to create needed policy changes.*

Project Overview

#IPumpedHere is a new campaign from award-winning independent ad agency Wongdoody, in partnership with non-profit advocacy group MomsRising to drive attention to the serious lack of clean, legal places for breastfeeding mothers to pump breastmilk, at work and on the go.

This fun, visual, and slightly irreverent campaign is designed to:

- Highlight the fact that a full 60% of U.S. working mothers do not have access to proper pumping facilities or adequate break time (a statistic that may get worse if the Affordable Care Act is repealed).
- Help increase breastfeeding mothers’ access to adequate pumping facilities, and thus help more women breastfeed for longer periods of time.
- Inspire and empower viewers/users to take action to help increase access to adequate pumping facilities.
- Help change cultural perceptions of breastfeeding / normalize breastfeeding.

The campaign includes:

- An #IPumpedHere landing page that features two :30 spots illustrating common problems women face, and dedicated social media channels encouraging women to share their pumping horror stories with the hashtag #IPumpedHere.
- Resources to learn about pumping rights and information for breastfeeding mothers to share with their employers
- Multiple opportunities for users to take action in a non-partisan way to advocate for stronger national policies that support breastfeeding and pumping mothers.
- A (in formation) plan to deliver to Congress all of the signatures, photos, and stories collected throughout the campaign.
#IPumpedHere. Laugh. Cry. Then
Demand Change

View at: https://www.youtube.com/watch?v=EGkQZdriiiE

Slap, Snap & Share

#IPumpedHere

Together we can bring breastfeeding mothers to hotels and bathrooms and end the pumping testing! Help mothers everywhere!

Toilet Paper! How strange doesn’t it look?: "Shhh, it’s a nursing mother, don’t disturb her!" Why is changing your "PumpedHere" story and picture so important? Because the thing is that right now too many breastfeeding mothers and feeding themselves pumping! To see the real story.

* Get your free campaign sticker here: Then simply slap, snap, and share these #IPumpedHere pins!"
The Need for #IPumpedHere

All major medical authorities recommend that mothers breastfeed exclusively for six months and continue breastfeeding for at least the first year. While 75% of mothers start out breastfeeding, only 13% of babies are exclusively breastfed at the end of six months. For African-American infants, the rates are significantly lower. Many moms plan to nurse but hit seemingly insurmountable hurdles when they return to work—and three-quarters of moms are either the primary or co-breadwinner these days, so returning to work is a big deal. But sadly returning to work is too often a significant barrier to breastfeeding, putting moms at risk.

We need legislation to ensure every working mom that chooses to breastfeed has the right to adequate time and space in order to do so.

Highlighting the good physical spaces out there and the spaces that need improvement is a way for us to tie the conversation back to the legislation needed to ensure that every working mother feels supported when they return to work. It’s part and parcel for the layer cake activism that has moved so many of the campaign areas that MomsRising has championed forward.

As a byproduct of this campaign, we also hope to bring to light the need for spaces where women find themselves in outside of work or home (airports, ballparks, etc). As with employers, we know many of these spaces are accommodating breastfeeding moms and we look forward to supporting those that do and showing those that don’t that they’re able to.
Join the effort!

We want #IPumpedHere to be a helpful organizing tool. And there are a number of ways you might consider using the campaign:

- We can send you #IPumpedHere stickers to share with your communities
- There are resources on the [www.IPumpedHere](http://www.IPumpedHere) website
- Share your resources with us - use the #IPumpedHere hashtags to join the online conversations
- Join us for tweet chats in August and beyond
- Use the stickers to highlight the GOOD places you know about pumping, as well as the horror stories
- Check out the [social media toolkit](http://socialmedia toolkit) for more way you can help!

Care is care is care: Our new paid leave video

#IPumpedHere. Laugh. Cry. Then Demand Change
#IPumpedHere. Laugh. Cry. Then Demand Change

View at: https://www.youtube.com/watch?v=Xi6dSB2XuLk

Care is care is care: Help spread the word

Click here to see the Social Media Toolkit